



Creative California Communities

2014-2015 Grant Guidelines

Deadline: March 27, 2015, 11:59PM – (online submission)



The Mission of the California Arts Council, a state agency, is to advance California through the arts and creativity.

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CREATIVE CALIFORNIA COMMUNITIES

2014-2015 GRANT GUIDELINES

DEADLINE: March 27, 2015, 11:59PM



Please review closely as guidelines have changed.

Background

The Creative California Communities program is rooted in the California Arts Council's (CAC) commitment to build and nourish California's robust creative economy and support of arts-focused economic and community development.

Purpose

The Creative California Communities (CCC) program supports collaborative projects that harness arts and culture as a key economic and/or community development strategy. Projects will benefit residents and visitors in California's communities by leveraging the assets of the creative sector, which includes artists, cultural organizations and arts-related businesses. Proposed projects must be designed and developed in partnership between the applicant organization and at least one partnering organization.

Project should address one or more of the following goals:

- Revitalize neighborhoods or communities using arts as the central project activity and artists as key participants in that effort.
- Activate new arts activities or expanded arts activities/elements within an ongoing event.
- Develop innovative arts or culturally related approaches to cultural economic development tailored to the specific communities or circumstances.
- Stimulate increased participation/engagement in arts and cultural activities by residents and visitors.
- Bring together local arts, business and/or government entities to build capacity for collective impact.
- Grow creative industries and create jobs and opportunities for California artists.
- Incorporate long-term, in-depth artist residencies that include community development strategies in artistic processes.

Eligible Request Amount

The Council has allocated \$1,000,000 for the CCC Program. Requests for support may be made between \$30,000-\$70,000.

Applicant Eligibility

- The applicant must be a California-based nonprofit arts organization or local arts agency with a history of arts programming for a minimum of two years prior to the time of application.
- The arts organization must be a nonprofit arts organization, and must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code, or must be a unit of government.
- Applicants to this program are not restricted from applying to and receiving funding from other competitive CAC grant programs as long as those funds support distinctly different projects or activities.
- Prior year grantees to the CCC program are ineligible to apply.
- Use of fiscal receivers is not allowed.
- Applicants must complete a California Cultural Data Project Funder Report at the time of application.

Project Requirements

- By June 30, 2016, the applicant must develop and execute a project addressing one or more of the program's goals.
- Project activities must demonstrate high artistic quality and be tied to specified economic goals and objectives for the applicant, partnership and/or community.
- A public component must be included. Examples may be a culminating presentation, a performance, special event, etc.
- Financial plan must show project viability, community support, and leveraging of assets.
- Project plan must describe motivation behind activities, partnership responsibilities, intended artistic and economic development outcomes, and a communication/documentation strategy.
- Project plan must include California artists and evidence of appropriate compensation for professional artists.
- The project must be designed and developed in partnership between an arts organization (applicant) and at least one other partnering organization, each of which has defined project and decision-making responsibilities. Potential partner(s) may include local government agencies, business leaders, nonprofit organizations, or universities. Partners must include a letter of intent describing its role and resources to be contributed to the project. If unclear about appropriate partner(s), contact CCC Arts Program Specialist, Wayne Cook (see Staff Assistance).
- Matching funds requirement for this program must be met.

Application Cycle:

- Deadline: March 27, 2015, 11:59PM (online submission)
- Grant Dates: Starting late June 2015 - June 30, 2016. A funding request for a discrete phase of a multi-year project is allowable as long as all proposed activities of the phase are completed by June 30, 2016.

Review Criteria

A peer review panel will evaluate applications based on the following criteria:

- *Quality of project plan:* Clarity of plan, per identified economic development and artistic goals; strength and commitment of proposed partnership(s); community involvement; innovation of project approach; and effective communication strategies to promote the project's value.
- *Community impact:* Project's uniqueness tailored to a particular community or circumstance; economic impact on community; degree to which project leverages partnership assets.
- *Use of California artists:* Extent to which California artists are engaged in the project.
- *Artistic merit:* Samples of artistic work and support materials, artistic personnel, and arts programming schedule of activities.
- *Ability to effectively complete proposed project:* Ability of partnering organizations to implement proposed project. Qualifications of project's team, viability of project budget, evidence of community support, and overall fiscal health of applicant and partnering organizations.
- *Documentation and communication plan:* Ability to demonstrate the impact and benefits of the project, including qualitative (storytelling) and quantitative results.

Peer Panel Evaluation and Ranking Process

A peer panel will review all applications and work samples in a multi-step process that involves assigning numerical ranks to an application. A 10-point ranking system will be implemented. Panelists' ranks are averaged to obtain the final score.

10-Point Numerical Ranking System

10	Model	Meets all of the review criteria to the highest degree possible.
8-9	Excellent	Designates an applicant as a high priority for funding.
5-6-7	Good	Strongly meets the review criteria; however, some improvement or development is needed.
2-3-4	Developing	Has some merit, but does not meet the criteria in a strong or solid way.
1	Ineligible	Inappropriate for CAC support.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the peer panel's recommendations, the Council will take into consideration the panel's recommendations and make final funding decisions at a public meeting.

Grant Amounts

Requests may be made only for amounts from \$30,000 to \$70,000.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand on that funding, and/or the rank a proposal receives from the peer review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

Matching Funds

All grant recipients must provide a dollar-for-dollar (1:1) match. The match may be from corporate or private contributions, local or federal government, or earned income. State funds cannot be used as a match. A combination of cash and in-kind contributions may be used to match the CCC request, with a maximum of 50% in-kind contributions permitted.

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Projects with fundraising purposes, including grant writing
- Other state or federal agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)
- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or after the ending date of the grant

Timeline

February 6, 2015	Application available
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March 27, 2015, 11:59PM	Application deadline (online)
Late June	Funding decisions
Late June	Funding notifications
Late June 2015 – June 30, 2016	Funded activity period

Grantee Requirements

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant--copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your CCC grant.
- Use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- Credit the CAC on all printed and electronic materials: *"This activity is funded in part by the California Arts Council, a state agency."*
- When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
- A Final Report summarizing CCC grant-funded activities and accomplishments will be required at the end of the grant period.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. **Contact Wayne Cook, CCC Arts Program Specialist at wayne.cook@arts.ca.gov or (916) 322-6344.**